

Making Productivity Easy

"Knowing what matters and getting it done"

You are invited to become a member of Monique's exclusive...

Doing What Matters™ – Emerald Mentoring Program!

For YOU – the service-based solopreneur or small business owners who is serious about transforming your business AND your life so that you can enjoy **less stress, more income, greater "job" satisfaction, and more time to spend with family and friends – guilt free!**

Welcome from Monique...

Dear Fabulous Female Entrepreneur,

Welcome to the Doing What Matters™ – Emerald Mentoring Program!

I have designed this exclusive program for you – the dedicated, highly motivated, service-based solopreneur or small business owner who:

- Knows what it takes to earn 6-figures or more in revenue – because you have!
- Wants to increase revenues and profits without working harder
- Is constantly conflicted when trying to find balance between working and spending quality time with family and friends
- Wants to experience the deep satisfaction and peace of mind that come from simplifying your workday and moving through it with ease and grace
- Knows the value of investing in yourself and your business

Whether your clients are local, national, or international, you have a keen desire to provide them with highest quality service that you can deliver. You take pride in your services and you experience joy when your clients get the results that they seek when they work with you. You are passionate about your business and delight in over-delivering to your clients (providing that "little something extra") so that they happily become repeat customers and refer you to others.

I know that you started your business for a reason – perhaps several – and that your sole motivation was NOT the generation of wealth. Yet the emphasis on earning loads of money is an undeniable and even palpable pressure that permeates the world of the service-based solopreneur. While earning six figures or more in income is a laudable objective, it may now be your primary focus and you may have unwittingly pushed aside or even buried your “BIG WHY” – the primary reason(s) that you started down the road to entrepreneurship and founded your business. As a result, you may be experiencing less and less joy and passion in your business and more and more tedium, anxiety, and stress as you race against an imaginary clock to reach your next income goal. Your personal time is diminishing and increasingly fraught with worry and guilt because you feel that you should be working.

Or you may be at an entirely different and beautiful place in your business: you are satisfied with your current income level, pleased with your profit margin, and happy with the level of service that you are providing to your optimal number of clients. You now want to keep things “humming along” so that you can turn your attention to something else that you are passionate about – family, travel, community service, or even starting a new business!

I believe deeply in your ability to manifest your purpose through your business and achieve your dreams. Wherever you see yourself in the descriptions that I’ve outlined above, I created the Doing What Matters™ – Emerald mentoring program to empower you as you make your current business goals a reality and to add your contribution to the world! I’ve designed it to help you:

- Connect or reconnect your “BIG WHY” – your business purpose and passion – with your desire to earn a great living
- Reach the new income threshold and profit margin that you are striving to achieve
- Optimize your business activities for maximum leverage of your time, energy, and other resources to maintain the highest standard of service for your clients as well as your desired income level
- Simplify your workday so you can experience joy, satisfaction, and peace of mind
- Find the time to enjoy the fruits of your labor

After all, what’s the point of generating wealth if you have no time to take pleasure in it!

Why is this program important for you NOW?

Time = Life. Therefore, waste your time and waste your life, or master your time and master your life.

Alan Lakein, author on personal time management

The world is waiting for us and our unique talents and gifts. And every minute that we spend without full intention in our lives is an opportunity missed, an opportunity wasted. This is what drives my passion for productivity and for helping you maximize yours – right now!

I believe that productivity means “**knowing what matters and getting it done.**” You may be great at blasting through your to-do lists and keeping your commitments to clients and colleagues – congratulations if this describes you – or not! But the ultimate question is “How much of what you do every day moves you toward manifesting your business purpose – your ‘BIG WHY’?” This is “what matters” in your business and it is frightfully easy to lose sight of it in the flurry of activities required to launch your next product or service or simply to maintain things at their current level of activity. Without a clear and strong connection between what you do every day and your “BIG WHY,” you are wasting precious time in your business and your life!

If you are connected to your purpose but are not satisfied with your ability to “get things done” – for whatever reason – then you may be consciously or subconsciously manifesting limiting beliefs that sap your self-confidence and behaviors (such as procrastination due to fear of failure or uncertainty about how to proceed) that prevent you from leveraging your time and energy throughout your business day. I want to help you overcome these challenges so you can reach your fullest, untapped potential while providing for yourself and your family financially. Make no mistake – the better you utilize time in your business, the better you will be able to deliver your products and services, and **the more you will be able to earn.**

Additionally, the better you utilize time in your business, the more of it you will have to spend outside of your business and the better you will be able to appreciate and enjoy it!

I believe that you are fully capable of HAVING IT ALL:

- Joy and passion in serving your clients and the world through your products and services
- Incredible earnings and profits in exchange for these products and services
- Fun and freedom in your personal life that your earnings and profits make possible and enhance
- Satisfaction and peace of mind that you are present and active both personally and professionally

I am 100% COMMITTED to helping you “do what matters” in your business: to achieve clarity of purpose and to master your use of time – your most precious resource – so that you can confidently move forward with conscious and positive intention each day. This will allow you to maximize your return on investment of time and energy and reap the financial and personal rewards that you are in business to achieve!

With Doing What Matters™ – Emerald, you are going to:

- **Reconnect with / reaffirm the purpose** for your business
- **Maximize your use of energy and time** for what matters in your business
- **Increase your income** due to greater focus on revenue-generating activities
- **Regain control** over your schedule and your to-do list
- **Get comfortable with what you leave undone** each day
- **Work fewer hours** to free up time for what matters outside your business (self-care, family, social life, community service, etc.)
- **Relieve your stress** and **rekindle/reinforce the joy and passion** that you have for your business and the rest of your life!

When you work your way through the program, you'll see that it is designed to help you evaluate the foundation of your business so that you can make decisions based upon the groundwork that you've laid as opposed to viewing it solely from the perspective of the latest shiny, bright object that has captured your attention.



Monique has created a terrific, 6-step mentoring program for those looking for a simple, yet informative system for getting over overwhelm in their businesses. She lays a great foundation for the program by having participants focus on their niche market and clarify their goals prior to attacking the causes of their overwhelm. Each step builds on the previous one, beginning with an overview or recap to get our minds in the right place before jumping into the material for that day.

Monique consistently reinforces the reasoning behind the system -- how to achieve more by doing less -- and uses a case study to illustrate each step along the way. Her program helped me to clearly see all the places where I lose time! My favorite tip from the program is about focusing on the process and not perfection.

Most importantly, Monique's 6-step system is not overwhelming! I highly recommend it!

*Dr. Shannon Reece
The One Trusted Woman in a Man's Business World*

Of course, RESULTS are what you're investing in!

You want to know that your business and life will change as a result of participating in Doing What Matters™ – Emerald. Here's what we will cover:

Step 1. Purpose, Vision, and Goals – Laser Focus on the Heart and Soul of Your Business. We'll shine the spotlight on these three elements so that you can affirm/reaffirm your "BIG WHY" and have a solid basis for evaluating your current business activities.

Step 2. Priority Check – Surveying Your Three Most Important Business Projects. We'll critically evaluate the three most important projects that you are currently working on to see how well they align with your goals, your niche, and your product/service.

Step 3. Your Project "B-List" – What's On It and Why? We'll evaluate the remaining projects on your list to determine where (or if!) they should rank on your list of priorities.

Step 4. De-cluttering Your Schedule and Your To-do List. We'll identify the steps required to free yourself of those projects that may have "crept onto" your list despite not being aligned with your current goals and have you begin implementing them.

Step 5. Prioritizing for Productivity. We'll take a fresh look at your revised list of projects and evaluate them for potential sources of overwhelm that need to be addressed.

Step 6. Getting over Overwhelm – Dealing with Your Most Important Barrier To Success. Identifying the most important source of overwhelm in your most important projects and creating a plan to control or eliminate it.



Monique invited me to record a teleclass on tapping for productivity for her followers and introduced me to her definition of productivity – “knowing what matters and getting it done” – during the call. We got to compare philosophies when she interviewed me for her article on the evolution of 6-figure and 7-figure entrepreneur productivity and I told her that I’ve adopted her definition now! Her advice is already benefiting members of my Transformational Biz Club. She has a way of gently asking questions that get to the heart of the matter and then making clear recommendations that get results.

*Pamela Bruner
Transformational Business Coach and Creator of the Productivity & Profit System*

A partial list of business results:

Business Results (the tangible stuff):

- ✓ **Consistent connection with “what matters” in your business** will ensure that every action you take in your business is on target so that you minimize wasted time and effort.
- ✓ **Effective planning and prioritization** will move you toward each goal faster and with confidence, leading to quicker results (more clients, increased revenue, solid strategic alliances...).
- ✓ **Improving your focus on individual tasks** will create a space in which you can move through your business day with ease.
- ✓ **Elimination of extraneous projects and tasks** will free up time that can be used to generate revenue.
- ✓ **Strategic postponement and delegation of projects** will allow you to leverage every hour of every business day so that you will achieve more by doing less.
- ✓ **Time that becomes available as a result of all of the above** will provide greater freedom for creativity and give you room to grow your business
- ✓ **More time off** to use outside of work as you choose – think “4-day work week” or “part-time hours”!

A partial list of personal results:

Personal Results (the intangible stuff):

- ✓ **Deep satisfaction and peace of mind** as you achieve better and better results for yourself and your clients with minimal drama.
- ✓ **Freedom to be more spontaneous** with how you spend your personal and work time.
- ✓ **More time for “self-care,”** which will translate into more quality time outside of work and more energy and motivation when you are working.
- ✓ **Renewed connection with the joy and passion** that you have for your business.
- ✓ **Skyrocketing confidence in your decision-making process** – there will be no more second-guessing yourself.

✓ **Feeling comfortable with what you are not doing everyday** so that the time you spend away from work will be less stressful and guilt-free.

✓ **Becoming a role model** for other service-based solopreneurs and small business owners who are struggling to achieve what you have mastered.

Benefits of the Doing What Matters™ – Emerald program include:

✓ **Structure and support** to get you to the breakthrough that you are seeking regarding your business, your lifestyle, and the balance between the two

✓ **A step-by-step plan** that works with your natural strengths and rhythms and is easy to follow

✓ Increased **self-confidence**

✓ Improved skill in **prioritization, planning, decision-making, and focus**

✓ Creative, fun, inspiring, and motivating **training to help you solve problems, stay on track, and make steady progress** towards your goals



Marketing coach Tim Paulson suggested that I contact Monique when I needed direction in starting a business and felt overwhelmed about the process. After an engaging meeting with her during a recent trip to Paris and researching her online, I decided to work with her. Monique helped me articulate specific goals, sharpen my focus on what I need to do to accomplish my goals, and establish a thought process for deciding what to do first to move toward them. Using her six-step system, I was able to craft an elevator speech, narrow my target audience, and begin evaluating how to incorporate virtual assistant services into my business. I have set a target date for my most important goal and am moving forward with a feeling of hope and confidence that I can achieve it.

If you want an honest, professional, knowledgeable, and considerate mentor who cares about your progress, Monique will serve you well!

John Battistoni

“The Master of Empowering Mindset”

Getting the most out of this program depends entirely upon your commitment to showing up energetically and creatively for all calls and performing the exercises that are assigned. Be ready to ask yourself plenty of probing questions – and to listen to and act upon your answers!

The Doing What Matters™ – Emerald Program **is a 6-month Commitment**

What You Receive as a Doing What Matters™ – Emerald Participant includes:

- ✓ Kick-off Call (getting better acquainted, visioning, housekeeping)
- ✓ One (1) VIP Session – virtual or live
- ✓ Five (5) “Content” Calls – each with a lesson that will help you clarify “what matters” in your business and “get it done.”
- ✓ Five (5) Mentoring Calls – to discuss your progress, keep you motivated and accountable for your milestones, and answer your questions.
- ✓ Checklists, worksheets, audio recordings, and other resource materials

Additional bonuses:

- ✓ 6 Simple Steps to Getting over Overwhelm video series
- ✓ A private session with a select EFT practitioner
- ✓ A private session with a select NLP practitioner
- ✓ Preferred consideration for enrollment in Monique’s exclusive Doing What Matters™ - Diamond Mastermind Program

When you choose to have your VIP Session in Paris:

- ✓ Private transportation to and from the airport (flight and lodging not included)
- ✓ A special gourmet dinner at an exclusive restaurant OR prepared by a private chef on the evening of your session

✓ For fast action sign-ups:

SURPRISE BONUS TO BE ANNOUNCED!

How Can You Be Accepted into Monique’s Doing What Matters™ – Emerald Program?

FIRST...please read this letter in its entirety so you are clear as to HOW this powerful program will benefit you. If you have a spouse or business partner who will be supporting you in your decision, please share this letter with them as well.

NEXT...complete the application, scan it, and send it by e-mail to dwm@makingproductivityeasy.com. Return it **within seven days** of downloading it.

THEN...schedule a time for you and I to have a 30-minute telephone / Skype interview. Use this link to schedule our conversation: <https://calendly.com/mpe>. (Note: your interview will not take place until your application is complete.)

Your participation in this program has to be a perfect fit for *both of us*. Once I receive your application, I will personally review it and we will discuss it during your interview. Your acceptance will NOT be finalized until after our personal conversation.



I was fortunate enough to obtain the advice and guidance of Dr. Monique Y. Wells with regard to a special project that I kept locked in my dreams and head for many years.

I knew in my heart that this project would be a huge undertaking and would require due diligence on my part. Instead of accepting this fact, I let fear paralyze me and fill my head with self-doubt and excuses as to why I could never achieve this goal.

Monique talked me through the fears and taught me the importance of owning the time I have by planning, prioritizing and focusing on my goals.

Although I would have loved to finish this project in a day, Monique explained to me that I needed to spend most of my time dealing with things that are important, but not urgent and that working on my project over a period of time would allow me to advance towards my goals. She helped me to visualize the project in bite size pieces, building my confidence as each piece was completed.

I admit that there were times that I almost scrapped my project but I would hear Monique say “We are the masters of our time; we are the masters of our destiny”.

Monique has truly inspired me to pursue my dreams and I can say without hesitation that Dr. Monique Y. Wells is truly the “Paris Muse of Time Management”.

*Debbie Tremblay
“The Organizing Genie”*

Are You a Good Fit for the Doing What Matters™ – Emerald Program? You are IF:

- You have a dream that you are committed to achieving
- You're ready to transform your business into a thriving model of productivity
- You're willing to **TAKE ACTION** even if it might feel scary at times (in an exciting way)
- You are willing to **BE DECISIVE**, seek (and speak) your truth, and claim what you want
- You're willing and able to commit 100% to your own growth, show up fully, and ask for support
- You're willing to try something new and stretch beyond your current experience or knowledge
- You have a deep desire to play big but don't want to sacrifice your life or your values to get what you want

You do NOT need to already have a clear idea of HOW to achieve what you want—that's what you'll learn as you work through the program!

Your commitment to the Doing What Matters™ – Emerald Program includes:

- Reading this invitation letter and filling out the application
- “Showing up” for your content and mentoring calls and completing the exercises
- Arriving at the mentoring calls on time, rested, present, and ready to participate!
- Having a clear intention for each mentoring call
- Preparing questions in advance of the mentoring calls
- Being authentic, honest and speaking up for what you want (I CANNOT help you if you do not tell me what you need!)
- Letting it be okay not to know all the answers (being kind to yourself)

- Giving yourself permission to just be you!
- Be willing to take risks, try new things, and stretch beyond your current experience
- Being responsible for your own results, which includes proactively asking for support and fully utilizing the program's benefits
- Honoring your investment and the expectations you are making in yourself by handling any situations that may take you away from your experience, being patient with yourself, and resting when necessary to periodically "catch up"
- Honoring the relationships that you develop with me (by being direct, truthful, open and deeply expressive with us, you will go farther, faster)
- Celebrating your wins, shifts, achievements and excitement throughout the program

My commitment to you includes:

- Believing in you and your ability to achieve your vision of success
- Sharing in-depth information and knowledge with you so you move forward with improving your productivity much more quickly than you would on your own
- Allowing you to be 100% authentic and fully YOU
- Holding you accountable to act from your highest self, even when you may not feel that way
- Acting with integrity and being honest at all times
- Holding high standards for you and myself (and helping you to resolve and move beyond things you are putting up with that are not in alignment with your core)
- Being kind and patient with your progress so that you know you always have a safe place to express where you are
- Keeping you focused on YOUR goals (and holding you accountable for taking the action steps you agree to undertake or renegotiating them)
- Sharing creative ideas and inspiration without the need to have you "like" them (if you don't like an idea I suggest, no problem – we'll brainstorm other ideas together or you'll be inspired to create your own)
- Helping you to find solutions to challenges that may come up

- Helping you achieve your highest potential
- Knowing that there is unlimited possibilities available to you, no matter what any particular situation may look like
- Caring about you and your success



I first met Monique when we both signed up for a year-long mastermind program and was immediately impressed by her calm and soothing demeanor. We had so much in common that it was a natural choice for me to work with her.

Monique has the ability to break down complicated and seemingly “overwhelming” projects into simple, doable steps that take the stress and overwhelm out of the equation. The way she simultaneously handles her three successful businesses was clearly an indication to me that she “walks her talk”.

I really admire how well-spoken and well-connected she is. Each time we speak she’s made new connections with possible collaboration partners and/or found valuable new resources that she openly shares. She is one of those rare individuals who has a stately demeanor that instills trust – even over the phone. I absolutely value our weekly discussions as it motivates and inspires me to achieve the best levels of success in myself and my business!

If you want to step up your business performance while creating a well-balanced life, Monique is the person to work with.

*Francis Van Wyk
Relationship Marketing Mentor for Women Entrepreneurs*

Confidentiality

Confidentiality is crucial in this program.

As the leader of the program, I will maintain a highly confidential environment to maximize your willingness to communicate freely. I will keep anything discussed in the mentoring calls confidential and I expect you to do the same.

If information you share within this program falls outside of my ethics and integrity base, I will let you know and may terminate your membership in the program.

Commitment and Termination

Doing What Matters™ – Emerald is a **6-month** commitment. If for any reason you choose not to continue, or stop participating, **you will continue to be liable for the fees of this program.**

Final thoughts...

If you've gotten to this point in this letter, you already know that I am passionate about helping you "do what matters" to realize your highest potential—in your business and in the rest of your life!

I've included the application form below for you to fill out and e-mail back to me. **SPACE IN THE PROGRAM IS LIMITED, so download and complete your application today!** Someone on my team will get back to you within 24-48 hours about your next steps.

Please be prompt in completing and returning this application. I think you can appreciate that if you can't set aside the time to fill it out and submit it on time, then you will be off to a poor start in your journey toward greater productivity and profitability.

So, take the form and find a comfortable spot where you're not distracted, close your eyes and imagine the way you want your business and your life to look six months from now. Then begin...

Thank you so much for your interest in Doing What Matters™ – Emerald. I truly look forward to reviewing your application and to piloting you to greater heights in your business!

To your unlimited success,



Monique Y. Wells
Paris Muse of Productivity™

About Your Mentor



Monique Y. Wells is known as the Paris Muse of Productivity™. The author of the Huffington Post article series on “6-Figure and 7-Figure Entrepreneur Productivity Evolution,” she is the creator of a simple, six-step system that is designed to gently and effectively maximize your productivity so that you can enjoy less stress, more income, greater “job” satisfaction, and more time to spend with family and friends – guilt-free!

Monique is a multipreneur – in addition to her productivity practice, she is the owner of a consulting firm in preclinical safety assessment and co-owner of a travel planning service for Paris. When the 2008 recession rocked the pharmaceutical industry and decimated the client base for her 6-figure consultancy, she responded by creating the first-ever productivity training course for her preclinical safety colleagues.

After running three successful courses in succession in 2010 and 2011, she launched her brand “Getting over Overwhelm” and repackaged her teachings to empower a new target market – women solopreneurs and women in the corporate world who work from home. In 2013, she narrowed her target market again, launching the brand “Making Productivity Easy” and creating a collection of mentoring services called “Doing What Matters™”. These exclusive implementation, mentoring, and mastermind programs are designed to meet the special needs and desires of solopreneurs in service-based businesses that generate 6 figures and above in revenue.

Monique’s products, programs, and workshops are different because they force you to look closely at both sides of her “productivity equation” – “**knowing what matters and getting it done.**” Part of what makes them unique is the focus that she has you direct toward your goals, which is something that most other time management coaches only pay lip service to – if they mention goals at all.

Others assume that you should be working on all the projects that you currently have on your list. Monique helps you to critically evaluate your list and ELIMINATE low-value projects from it, so that a path is cleared for concentrating on your most important projects and identifying any aspects within them that may lead to overwhelm.

“**Progress, not perfection**” is the motto of Monique’s training and mentoring programs. No one is perfect, and there will always be times when you stray from your chosen path. Monique’s mission is to keep you moving forward on the road to achieving your goals despite these setbacks so that you can achieve increased productivity, profitability, and peace of mind in your small business environment.

Making Productivity Easy

"Knowing what matters and getting it done"

Doing What Matters™ – Emerald Program Confidential Application

- Monique, I understand that you will personally review my application.
- This application officially indicates my interest in the program and my commitment to completing the program.
- I understand that Doing What Matters™ – Emerald is a 6-month program.

Dear Doing What Matters™ – Emerald Participant,

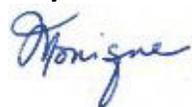
Please complete this application, scan it, and return it to me at

dwm@makingproductivityeasy.com.

Be assured that the information you submit is 100% confidential. So, please be completely honest and authentic with your answers.

The act of simply completing this questionnaire will help move you forward in a powerful way! So let your authentic voice flow through to the pages as you begin.

To your unlimited success,



Monique Y. Wells
Paris Muse of Productivity™

P.S. Space in this program is limited, so I encourage you to submit your application **TODAY!**

Making Productivity Easy

"Knowing what matters and getting it done"

Please be honest and authentic with your answers! *(Please use additional sheets if necessary – and print clearly!)*

Name:

Company:

Address:

City:

State:

Zip:

Office Phone:

Cell Phone:

Fax:

Email:

Website(s):

How long have you been in business?

If applicable, please describe your current business, including your revenue streams, team size, and list size.

What are the top 3 business goals you want to accomplish by the end of our time together?

What is your financial goal for 2013?

Please list your approximate gross business revenue for each of the indicated years. (Please note that this is completely confidential.)

What was your 2012 income?

What was your 2011 income?

What was your 2010 income?

Select the single best answer to the following question. When you make a decision, do you:

_____ make it quickly?

_____ think about it, analyze pros/cons then decide?

_____ analyze for months before finally making a commitment?

What currently holds you back from achieving the level of financial and personally fulfilling success you want in your business?

Is there anything you think you have to give up to create amazing success in your life and business vision?

Do you have any other commitments that you feel could keep you from being successful in this program? This could be a job, community service, board commitments, family, etc.

On a scale of 1-10, please rate the following question (1 being “not at all”, 5 being “somewhat” and 10 being “totally!”):

How willing and committed are you to this program, doing whatever it takes, being in integrity with your commitments and with me as your trainer and mentor?

What are the 3 biggest challenges you’re facing in your business right now (please list them in order, #1 being the MOST pressing issue)?

What does your typical workday look like?

What do you consider to be the unique message that you send to your clients?

What about you tends to most get in your way of creating bigger success?

If you could wave a magic wand and change 3 things about your business (or your life) what would those 3 things be?

What is the average monthly cost to run your business?

Are you carrying business debt?

If so, does it feel manageable to you?

Are you carrying personal debt?

If so, does it feel manageable to you?

What new or expanded products/services do you plan on introducing over the next 12 months?

What are the top 5 highest priority projects in your business right now?

What do you love MOST about your work?

What do you like LEAST about your work?

What do you consider to be your 3 strongest personal characteristics?

What do you consider to be your 3 biggest areas for improvement?

Please rate on a scale of 1 to 10 (1 being 'not satisfied', 5 being 'satisfied', and 10 being 'very satisfied') your satisfaction level in the following areas of your life.

- a. Business
- b. Financial
- c. Family
- d. Health/fitness
- e. Spiritual
- f. Recreation/Fun
- g. Cultural
- h. Social
- i. Personal Time
- j. Mental Attitude

Why is it important for you to succeed with this program? What is at stake for you?

Is there anything else you'd like me to know in considering your application?